I think the proposal is good.  While graphic design and new branding materials are out of scope, I think this is actually good.  If I recall, the prior proposal (on which I gave some pretty direct feedback) went straight to creative elements without the important strategy development work.  The Taft proposal is a very straightforward and sound approach to taking a look at the YA brand and developing the strategic underpinnings for the brand platform and communications strategy.

I jotted down some questions on p. 3/4 of the proposal that might be worth following up with Taft:

1. for the working session where they envision a refinement of a strategic brand roadmap, will they be bringing concepts to use as prompts?  It seems to me that we need to create and refine a roadmap and we shouldn’t spend the time brainstorming what that might be in the absence of straw men or prompts.
2. If the strategic brand roadmap will be the basis for the new brand platform, how will the brand platform be created and by whom?  I’m assuming the Taft team will do it, but it would be useful to have some insight into their process.  Doubt it will be pulled out of thin air, but they should explain exactly how they will be creating that and whether the process will be iterative and what YA involvement will be
3. Ditto for the communications strategy
4. For the deliverables, is there research to be done on the key audience segments?  It seems we’ll need some in order to establish insights and priorities
5. Will the brand platform and strategy document be developed in conjunction with staff and some board members?  In my view, there should at least be iterations for review and input by staff, etc
6. Finally, I would make sure that the team involved in the pitch is also the team that will be doing the work.  Agencies are famous for using the A team for the pitch and sending in the bench warmers to do the work.  What you see should be what you’re buying.

Happy to chat further about this.  As mentioned, next week is rough.  I’m given only 1 hour of free time/day and am pretty certain I’ll need it for catching up on things back at the office.  Tomorrow, either between 9 am and 11 am or after 3 can work for me (morning is better).

Thanks for sharing!

M'lou